

QUALITY IN THE FIRST PERSON

# A Necessity To Compete Globally

by **Sha'ri Yusof**

**O**ne of the most important things about quality is to hold on to the quality philosophy. So, what is the philosophy?

Having been trained at Japan's Mitsubishi Motors immediately after obtaining an indus-

trial engineering degree from the University of Miami, Coral Gables, FL, in 1983, I began to see the contrast between America's luxury style and Japan's no waste society.

After a year in Japan, I returned to my homeland, Malaysia, to work for the newly established Malaysian National Car Project, which now produces the most popular car in our country, the Proton. The experience in controlling, assuring and improving the quality of Proton Saga's chassis and later the responsibility for supplier quality assurance activities made me realize the need for quality control and assurance for any country to achieve progress and compete globally.

The five years of industrial experience then led me to intentionally switch my career from being a technocrat to becoming an academic in the field of quality. A master's degree in integrated quality systems from the University of Birmingham in the United Kingdom gave me new knowledge and perspectives.

I ultimately completed my doctorate in quality management, which made me very passionate about the quality philosophy. I have seen and am seeing quality from both worlds: theory and practice.

To me quality is all about the drive toward

## Contribute to "Quality in the First Person"

Is there a writer lurking inside that technician/engineer exterior? Send us your first person account related to quality—how or why you got into the field, how it helped your organization or your career or how it's enhanced your personal life. Limit your contribution to about 800 words and send it to [editor@asq.org](mailto:editor@asq.org).

Published contributions will be edited.

achieving excellence. Quality management is about attaining business excellence through systems, technology and people who are passionate about producing nothing but the best. Most importantly, the top people in any organization must provide total support—moral, financial and technological. They must provide the relevant materials, resources and motivation to be excellent.

Quality results in efficient and effectively run organizations without unwanted waste being generated from the system. Quality must also be disseminated and used throughout the producer and consumer chains and linkages, from customers to raw material suppliers and all other ancillaries such as consultancies and engineering support.

Government institutions must also produce excellent products and services to have satisfied citizens—who, in turn, ensure votes during general elections.

Quality minded people will expect nothing but the best, but this does not mean they are perfect. We must demand excellence and both preach and practice it to the best of our knowledge, capabilities, limitations and situations. Only if people understand and practice this quality philosophy will we see positive results in the world's economic and political systems.

**SHARI M. YUSOF** is an associate professor of manufacturing and industrial engineering of the mechanical engineering faculty at the Technological University of Malaysia. He earned a doctorate in total quality management from the University of Birmingham, United Kingdom, and is a Senior Member of ASQ.

## Please comment

If you would like to comment on this article, please post your remarks on the *Quality Progress* Discussion Board at [www.asq.org](http://www.asq.org), or e-mail them to [editor@asq.org](mailto:editor@asq.org).

# Did You Know... ASQ Offers Programs?

Call ASQ Customer Care at 800-248-1946 or 414-272-8575 for more information or visit [www.asq.org](http://www.asq.org).

## The Quality Excellence for Suppliers of Telecommunications (QuEST) Forum

This partnership of telecommunications suppliers and service providers works to foster continued improvements to the quality and reliability of telecommunications service. It has developed a specific set of telecommunications requirements called TL 9000.

<http://questforum.asq.org>

## Koalaty Kid

ASQ's K-12 education initiative applies quality principles to the classroom and school management. With the "No Child Left Behind" bill and increased awareness of the Baldrige in Education Criteria, the Koalaty Kid process is a perfect fit for classrooms, schools and districts. The initiative's community focus gives ASQ members the opportunity to directly impact education.

[www.koalatykid.org](http://www.koalatykid.org)

## Registrar Accreditation Board (RAB)

As a partner with the American National Standards Institute in the ANSI-RAB National Accreditation Program, RAB is the U.S. accreditor for ISO 9000 quality management systems and ISO 14000 environmental management systems registrars and providers of auditor training courses. Independently, RAB offers certification programs for quality management systems auditors and aerospace auditors.

[www.rabnet.com](http://www.rabnet.com)

## Conferences

ASQ's conferences are interactive forums where business professionals learn, share best practices and network with quality leaders from around the globe.

- Annual Service Quality Conference
- ASQ's Quality Applications Institute
- QuEST Forum Annual Best Practices Conference
- National Quality Education Conference
- ASQ's Six Sigma Forum Roundtable
- International Conference on Software Quality
- ASQ's Six Sigma Conference
- ASQ's Business Excellence and Customer Satisfaction Conference
- ASQ's Annual ISO 9000 Conference
- Annual Quality Management Conference
- Annual ASQ Koalaty Kid Conference

[www.asq.org/ed/conferences](http://www.asq.org/ed/conferences)